

## Missed Something at the NAA Education Conference & Exposition? We've Got You Covered.

By Marc Ross, Bob Ross Realty

2016 National Apartment Association Chairman of the Board



The NAA Education Conference & Exposition, the largest, most important annual event in the apartment housing industry, has a little something for everyone.

This year's attendees gained valuable knowledge, made important connections and saw the latest solutions. Even if you missed something, NAA has captured enough content from San Francisco to keep you motivated until next year!

- **NAA Take 5:** With NAA Take 5, you'll find valuable recaps of our education ses-

sions, along with tips and takeaways for moving your career and your company forward. Check it out at <http://educonf.naahq.org/naa-take-5>

- **Presentations & Handouts:** We've collected all collateral from our education sessions so you can consult them any time you need info, advice or just a little motivation. Download them today at

<http://educonf.naahq.org/powerpoints-and-handouts-2>

- **REWIND Sessions:** The NAA Education Institute (NAAEI) proudly presents its REWIND program, which offers 50 PowerPoint-synched audio sessions from the conference available for purchase. More details and ordering can be found here: <http://educonf.naahq.org/rewind>

Save the date-for Atlanta! It's not too early to get excited about next year. Make plans to join us for the 2017 NAA Education Conference & Exposition, happening June 21-24 at the Georgia World Congress Center.

### NOI Need a Pick-Me-Up? There's Only One Place for You This Fall

**MAXIMIZE:** 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to boosting NOI, is open for registration. Register now at <http://mamconf.naahq.org/> to attend Oct. 17-19 in San Diego at the Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive vice presidents and c-suite level professionals in a meeting scaled to provide topnotch learning experiences in a private resort setting.

We're developing a robust program that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions (<http://mamconf.naahq.org/learn-maximize>) will focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing.

More information regarding conference programming will be announced in the coming weeks, but the decision should already be a no-brainer. Register today and invest in your future.

### 2016 Income & Expenses Survey Is Coming Soon

Stay up-to-date on the current state of the apartment housing industry by pre-ordering NAA's Income & Expenses Survey by July 31, 2016 (visit <http://members.naahq.org/core/store/default.aspx>) and receive \$50 off the final, full report, which contains:

- Valuable information to prepare for the upcoming budget season
- Detailed local market (over 100 single markets) and national economic analysis
- Important financial and benchmarking information for your company
- Data that will help you compare your community's performance against your peers

Not ready to purchase yet? Reserve a copy by emailing [membership@naahq.org](mailto:membership@naahq.org).

### The Essential Industry Text e-Version Launches

**MULTIFAMILY HOUSING:** The Essential Industry Text (available at <http://members.naahq.org/core/store/default.aspx>), has been developed as a definitive reference and interactive guide aimed at expanding the knowledge of multifamily professionals and as a complement to "on-the-job" experience for investors, developers, owners, managers, consultants and suppliers. As college students consider the apartment industry as a viable career option or choose to earn degrees in property management or real estate, this text offers a single source with "best practices," uniform guidelines and standardized operational procedures, complete with a comprehensive glossary and industry terminology.

You may order your e-book for \$99.99 through vendors such as Amazon, Apple iBook Store, Kobo and Barnes & Noble.

### Among Industry's C-Suite, NAA's Click & Lease Program a Clear Favorite

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the National Apartment Association. This powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse. Top apartment industry executives representing numerous leading property management companies operating in countless markets throughout the U.S. and abroad choose to use the NAA Click & Lease Program throughout their portfolios. But don't take our word for it—hear it straight from them at [bit.ly/ExecTestimony](http://bit.ly/ExecTestimony) To learn more about how the NAA Click & Lease program can benefit your business please visit [www.naahq.org/lease](http://www.naahq.org/lease).